

IN THE CLAIMS

1. (Currently Amended) A method comprising:
controlling a device in a ~~first~~ an active video mode that executes a first process in a first operating environment of the device to process user inputs, wherein while the device is in the active video mode, the user inputs control access by a Digital Versatile Disc (DVD) drive to a DVD within the DVD drive;
in response to the DVD drive executing a command sequence on the DVD, displaying a first markup language page that includes a first script, the first script to change control of the device from the active video mode to an active text mode; and
changing control of the device from the first active video mode to a second the active text mode upon execution of the first script, the second active text mode to execute a second process in a second operating environment of the device to process the user inputs, wherein while the device is in the active text mode, the user inputs control interaction with the first markup language page.
2. (Original) The method of claim 1, further comprising:
displaying a second markup language page that includes a second script; and
changing control of the device from the second mode back to the first mode upon execution of the second script.
3. (Original) The method of claim 2, wherein the first script and the second script can be modified from a remote site through a wireless connection.
4. (Original) The method of claim 1, wherein the first script can be modified from a remote site through a wireless connection.
5. (Original) The method of claim 1, wherein the processing of user inputs includes displaying video content in synchronization with the markup language page.
6. (Original) The method of claim 1, wherein the user inputs are selected from a group consisting of a motion sensor, a card swipe, a button and a keyboard.

7. (Original) The method of claim 1, wherein the processing of user inputs includes dropping the received user input based on a type of the received user input.

8. (Cancelled)

9. (Currently Amended) A method comprising:
processing user input in a first operating environment of a device, wherein while the device is in the first operating environment, the user input controls access by a Digital Versatile Disc (DVD) drive to a DVD within the DVD drive;

in response to the DVD drive executing a command sequence on the DVD,
displaying markup language content on a display of the device; and

processing user input in a second operating environment of the device upon execution of a script that is part of the markup language content being displayed,
wherein while the device is in the second operating environment, the user input controls interaction with the markup language page.

10. (Original) The method of claim 9, wherein the script can be updated from a remote location via a wireless connection.

11. (Original) The method of claim 9, wherein displaying the markup language content on the display of the device includes integrating the markup language content with video content.

12. (Currently Amended) The method of claim 9, further comprising controlling [[a]] the Digital Versatile Disc (DVD) drive of the device for displaying of video from [[a]] the DVD on the display in synchronization with the displaying of the markup language content.

13. (Currently Amended) A method for controlling user inputs for a device, the method comprising:

playing, by a Digital Versatile Disc (DVD) drive, video from a DVD;
controlling, by a DVD-based process, a receipt of the user inputs for the device;

setting a register in the DVD drive to a register value upon executing a command sequence on the DVD during the playing of video from the DVD;

locating the register value in a table of register values, wherein the table includes a plurality of table entries, each table entry including a register value, an associated address and an associated time code, wherein each time code corresponds to a position within the video;

retrieving markup language content based on the associated address;

in response to the executing the command sequence, displaying the markup language content overlaid onto the video based on the time code associated with the register value; and

giving control of the receipt of user inputs for the device to a markup language-based process upon execution of a script that is part of the markup language content.

14. (Original) The method of claim 13, wherein the script can be modified from a remote site through a wireless connection.

15. (Currently Amended) A method comprising:

controlling, in a first mode, a device, wherein the controlling includes receiving and processing user inputs coming into the device;

monitoring a value of a register of a multimedia drive, the multimedia drive generating video content and executing a command sequence to set the value of the register of the multimedia drive;

in response to the executing the command sequence, displaying a markup language page that includes a script upon determining that the register value has changed; and

changing control of the device from the first mode to the second mode upon execution of the script.

16. (Original) The method of claim 15, wherein the script can be modified from a remote site through a wireless connection.

17. (Currently Amended) A device comprising:

a storage memory having markup language pages, wherein at least one markup language page includes a script;

a processor to execute a first process in a first operating environment and a second process in a second operating environment, the first process to control receipts of user inputs into the device and to display the at least one markup language page on a display of the device in response to a Digital Versatile Disc (DVD) drive executing a command sequence on a DVD, the script to change control of the receipts of user inputs to the second process upon displaying of the at least one markup language page.

18. (Original) The device of claim 17, wherein the device is coupled through a network to a server such that the device is wirelessly coupled to the network and wherein the script can be modified by the server.

19. (Original) The device of claim 18, wherein the server modifies the script such that control of the receipt of the user inputs is not changed to the second process.

20. (Original) The device of claim 17, wherein a second markup language page includes a second script, the second script to change control of the receipts of the user inputs back to the first process upon displaying the second markup language page on the display of the device.

21. (Original) The device of claim 17, wherein the user inputs are selected from a group consisting of a motion sensor, a card swipe, a button and a keyboard.

22. (Currently Amended) A device comprising:

a Digital Versatile Disc (DVD) drive having a DVD, wherein the DVD includes video content;

a storage memory having HyperText Markup Language (HTML) pages, wherein at least one HTML page includes a script;

at least one user input component; and

a processor to execute a first and a second process, the first process to control receipts of user inputs from the at least one user input component and to display the at

least one HTML page in response to the DVD drive executing a command sequence on the DVD, the first process further to display and a portion of the video content on a display of the device, the script to change control of the receipts of user inputs to the second process, wherein while the user inputs are controlled by the first process the user inputs control access by the DVD drive to the DVD, and wherein while the user inputs are controlled by the second process the user inputs control interaction with the at least one HTML page.

23. (Original) The device of claim 22, wherein the device is coupled through a network to a server such that the device is wirelessly coupled to the network and wherein the script can be modified by the server.

24. (Original) The device of claim 23, wherein the server modifies the script such that control of the receipt of the user inputs is not changed to the second process.

25. (Original) The device of claim 22, wherein a second HTML page includes a second script, the second script to change control of the receipts of the user inputs back to the first process upon displaying the second HTML page on the display of the device.

26. (Currently Amended) A machine-readable medium that provides instructions, which when executed by a machine, cause said machine to perform operations comprising:

controlling a device in a first an active video mode that executes a first process in a first operating environment of the device to process user inputs, wherein while the device is in the active video mode, the user inputs control access by a Digital Versatile Disc (DVD) drive to a DVD within the DVD drive;

in response to the DVD drive executing a command sequence on the DVD, displaying a first markup language page that includes a first script, the first script to change control of the device from the active video mode to an active text mode; and

changing control of the device from the first active video mode to a second the active text mode upon execution of the first script, the second active text mode to execute a second process in a second operating environment of the device to process

the user inputs, wherein while the device is in the active text mode, the user inputs control interaction with the first markup language page.

27. (Original) The machine-readable medium of claim 26, further comprising:
displaying a second markup language page that includes a second Script; and
changing control of the device from the second mode back to the first mode upon execution of the second script.
28. (Original) The machine-readable medium of claim 27, wherein the first script and the second script can be modified from a remote site through a wireless connection.
29. (Original) The machine-readable medium of claim 26, wherein the first script can be modified from a remote site through a wireless connection.
30. (Original) The machine-readable medium of claim 26, wherein the processing of user inputs includes displaying video content in synchronization with the markup language page.
31. (Original) The machine-readable medium of claim 26, wherein the user inputs are selected from a group consisting of a motion sensor, a card swipe, a button and a keyboard.
32. (Original) The machine-readable medium of claim 26, wherein the processing of user inputs includes dropping the received user input based on a type of the received user input.
33. (Currently Amended) A machine-readable medium that provides instructions, which when executed by a machine, cause said machine to perform operations comprising:
processing user input in a first operating environment of a device, wherein while the device is in the first operating environment, the user input controls access by a Digital Versatile Disc (DVD) drive to a DVD within the DVD drive;

in response to the DVD drive executing a command sequence on the DVD,
displaying markup language content on a display of the device; and
processing user input in a second operating environment of the device upon
execution of a script that is part of the markup language content being displayed,
wherein while the device is in the second operating environment, the user input controls
interaction with the markup language page.

34. (Original) The machine-readable medium of claim 33, wherein the script can be updated from a remote location via a wireless connection.

35. (Original) The machine-readable medium of claim 33, wherein displaying the markup language content on the display of the device includes integrating the markup language content with video content.

36. (Original) The machine-readable medium of claim 33, further comprising controlling a Digital Versatile Disc (DVD) drive of the device for displaying of video from a DVD on the display in synchronization with the displaying of the markup language content.

37. (Currently Amended) A machine-readable medium that provides instructions for controlling user inputs for a device, which when executed by a machine, cause said machine to perform operations comprising:

playing, by a Digital Versatile Disc (DVD) drive, video from a DVD;
controlling, by a DVD-based process, a receipt of the user inputs for the device;
setting a register in the DVD drive to a register value upon executing a command sequence on the DVD during the playing of video from the DVD;

locating the register value in a table of register values, wherein the table includes a plurality of table entries, each table entry including a register value, an associated address and an associated time code, wherein each time code corresponds to a position within the video;

retrieving HyperText Markup Language (HTML) content based on the associated address;

in response to the executing the command sequence, displaying the HTML content overlaid onto the video based on the time code associated with the register value; and

giving control of the receipt of user inputs for the device to a HTML-based process upon execution of a script that is part of the HTML content.

38. (Original) The machine-readable medium of claim 37, wherein the script can be modified from a remote site through a wireless connection.

39. (Currently Amended) A machine-readable medium that provides instructions, which when executed by a machine, cause said machine to perform operations comprising:

controlling, in a first mode, a device, wherein the controlling includes receiving and processing user inputs coming into the device;

monitoring a value of a register of a multimedia drive, the multimedia drive generating video content and executing a command sequence to set the value of the register of the multimedia drive;

in response to the executing the command sequence, displaying a first markup language page that includes a script upon determining that the register value has changed; and

changing control of the device from the first mode to the second mode upon execution of the script.

40. (Original) The machine-readable medium of claim 39, wherein the script can be modified from a remote site through a wireless connection.

41. (Previously Presented) The method of claim 1, further comprising:
collecting user inputs at a point of sale.

42. (Previously Presented) The method of claim 1, further comprising:
uploading collected user inputs to a remote server.

43. (Previously Presented) The method of claim 13, further comprising:

storing user inputs collected at a point of sale.

44. (Previously Presented) The method of claim 13, further comprising:
sending user inputs to a remote server.
45. (Previously Presented) The device of claim 17, wherein the user inputs are stored in the storage memory.
46. (Currently Amended) The device of claim 17, further comprising:
a communication device to transmit user inputs to a ~~remove~~ remote server.
47. (Previously Presented) The device of claim 22, wherein the user inputs are received at a point of sale.
48. (Previously Presented) The device of claim 22, further comprising:
a communication device to transmit collected user inputs to a remote server on a first channel and received data content from the remote server on a second channel.